



Data and Privacy File Guides

App install and push notification: App Store Push Notifications

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File name App Store Push Notifications.csv

File description This file contains user experience impression and click data associated with user push notifications for the App Store.

Why Apple keeps this information Apple retains this information in order to understand user behaviour and preferences, measure feature performance and improve software design, and determine the user's eligibility for certain free and paid content across the App Store.

Field Name	Details
Account Match	Whether the logged-in iTunes account identifier matches the logged-in iCloud account identifier on the user's device
Action Type	The type of user action taken
App Name	The Apple application in which the user took action
Apple Account Number	Apple account identifying number
Click Target Type	The type of item clicked by the user (e.g., button, card)
Client ID	A randomly generated user's device identifier, when the user is signed in
Details	Additional information about the user's action
Display Criteria	The device state, used to determine whether to show a notification
Event Receipt Time	The time (UTC) in milliseconds at which the batch of events is received by the Apple's server
Event Time	The time when click activity occurred within the App
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
Notification Type	Type of notification sent to the user
Personalized Notification ID	An identifier for the notification sent to the user
Store Front Header	The value indicating which regionalized store was shown to the user
Store Front ID	The identifier for the Store Front Header